



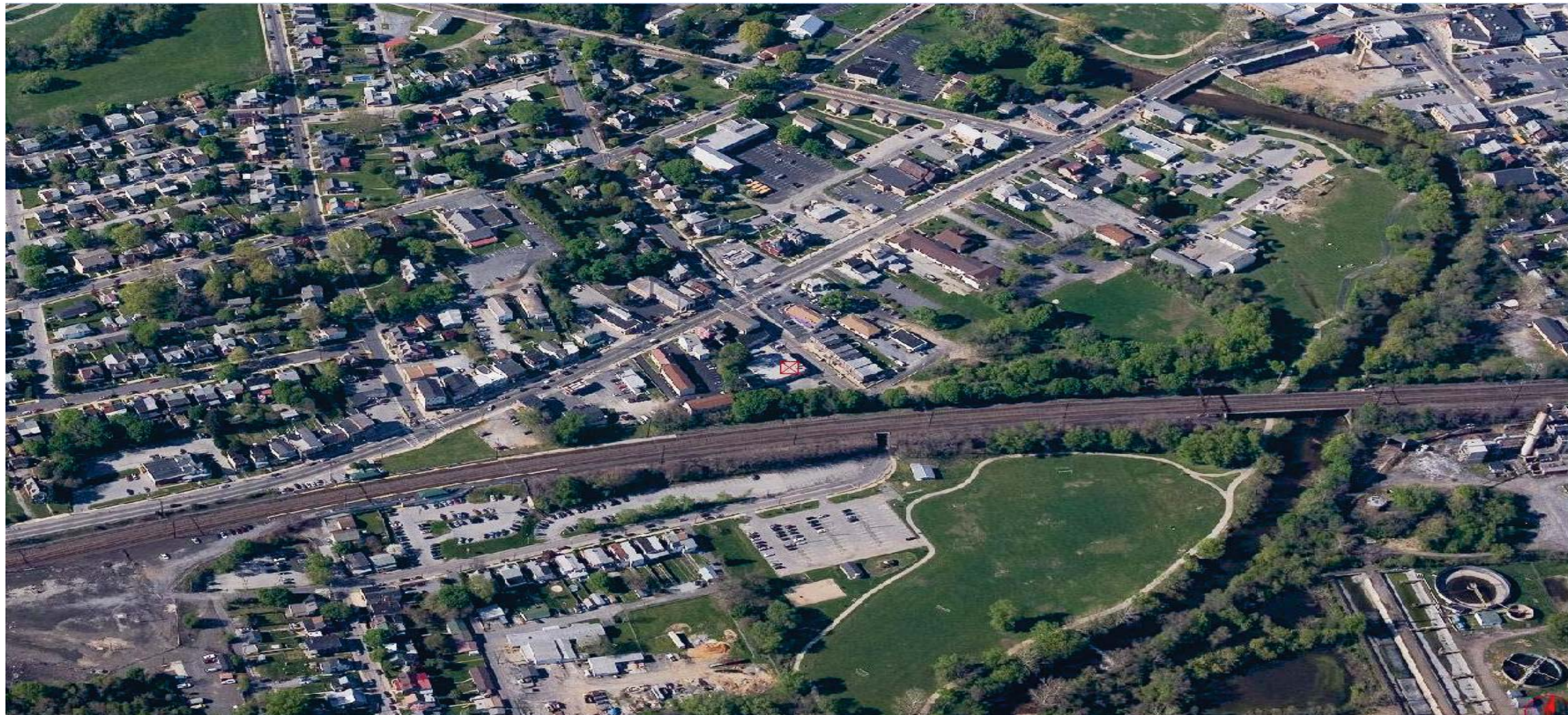
## DOWNINGTOWN STATION AREA PLANNING WORK IN-PROGRESS PRESENTATION



November 3, 2011, Downingtown Station Area Planning Work-in-Progress Presentation

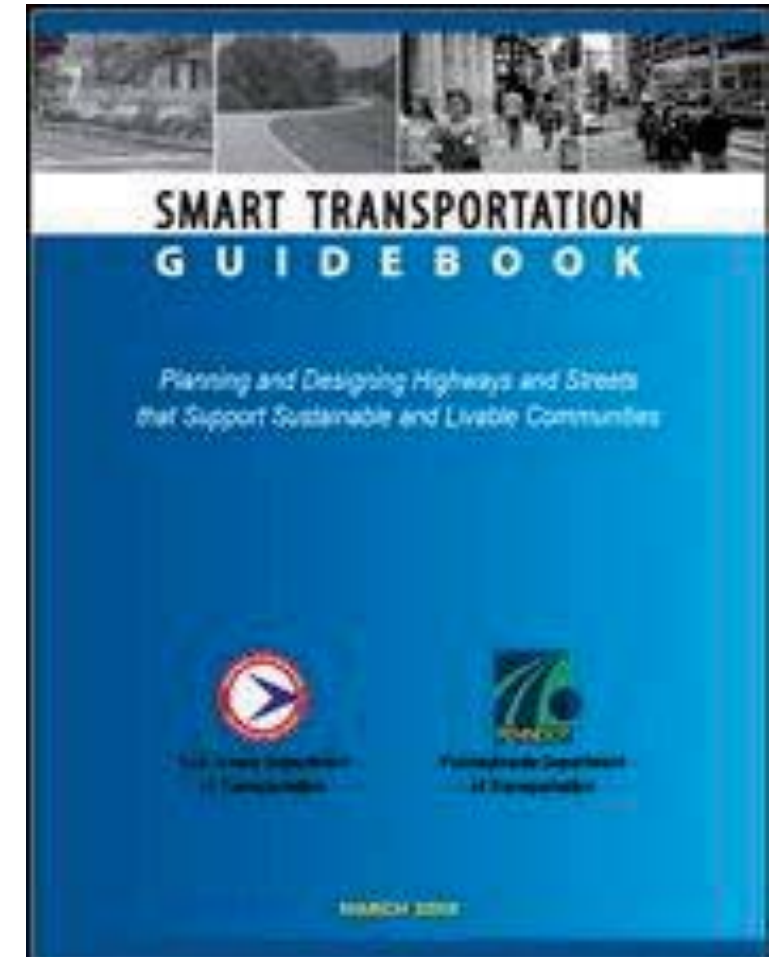


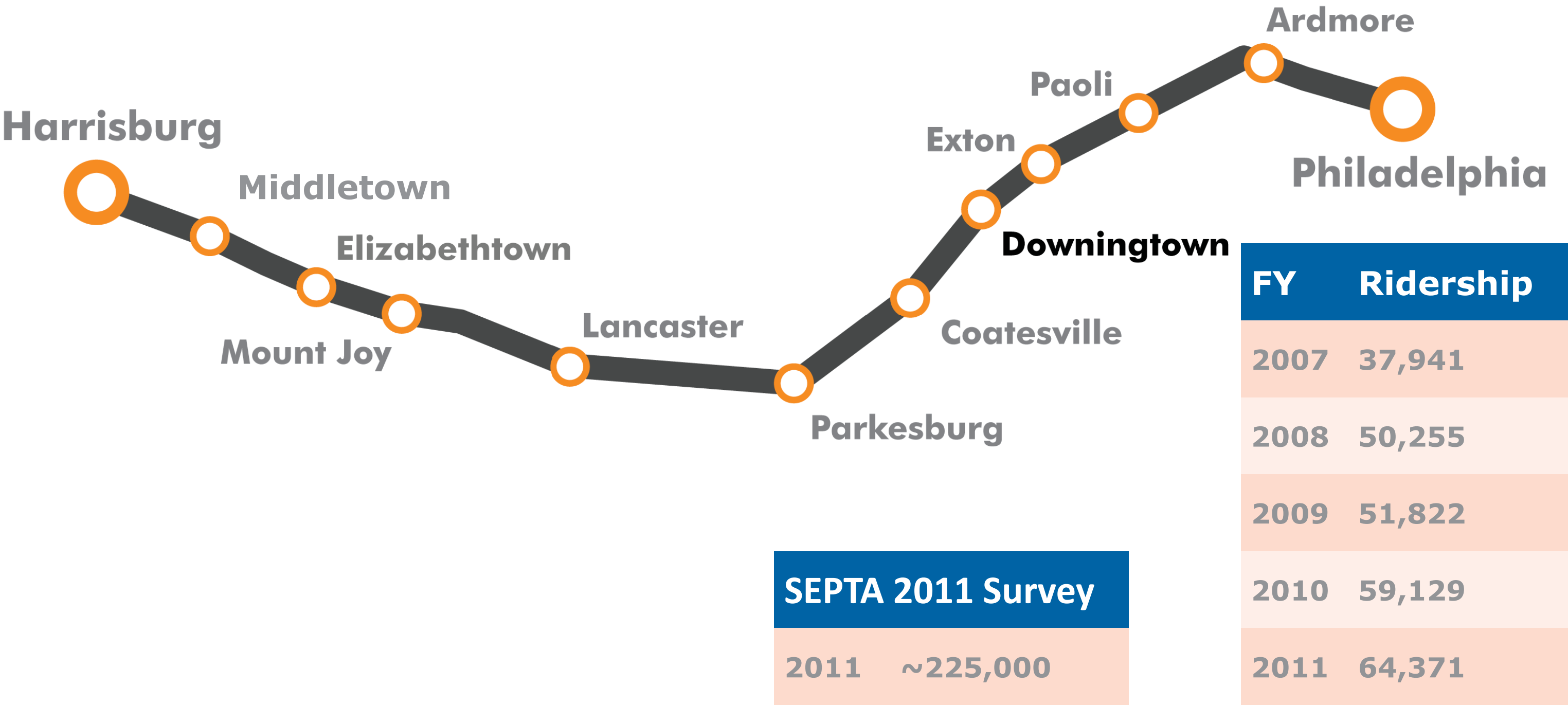
- Review **What We've Heard So Far**
- Get your feedback on **Design Options**
- Discuss **Access and Connections**
- Discuss **Next Steps**





- **Follow “Smart Transportation” principles**
- **Involve the public early and often**
- **Funding provides leverage**
- **ADA should never be an after thought**





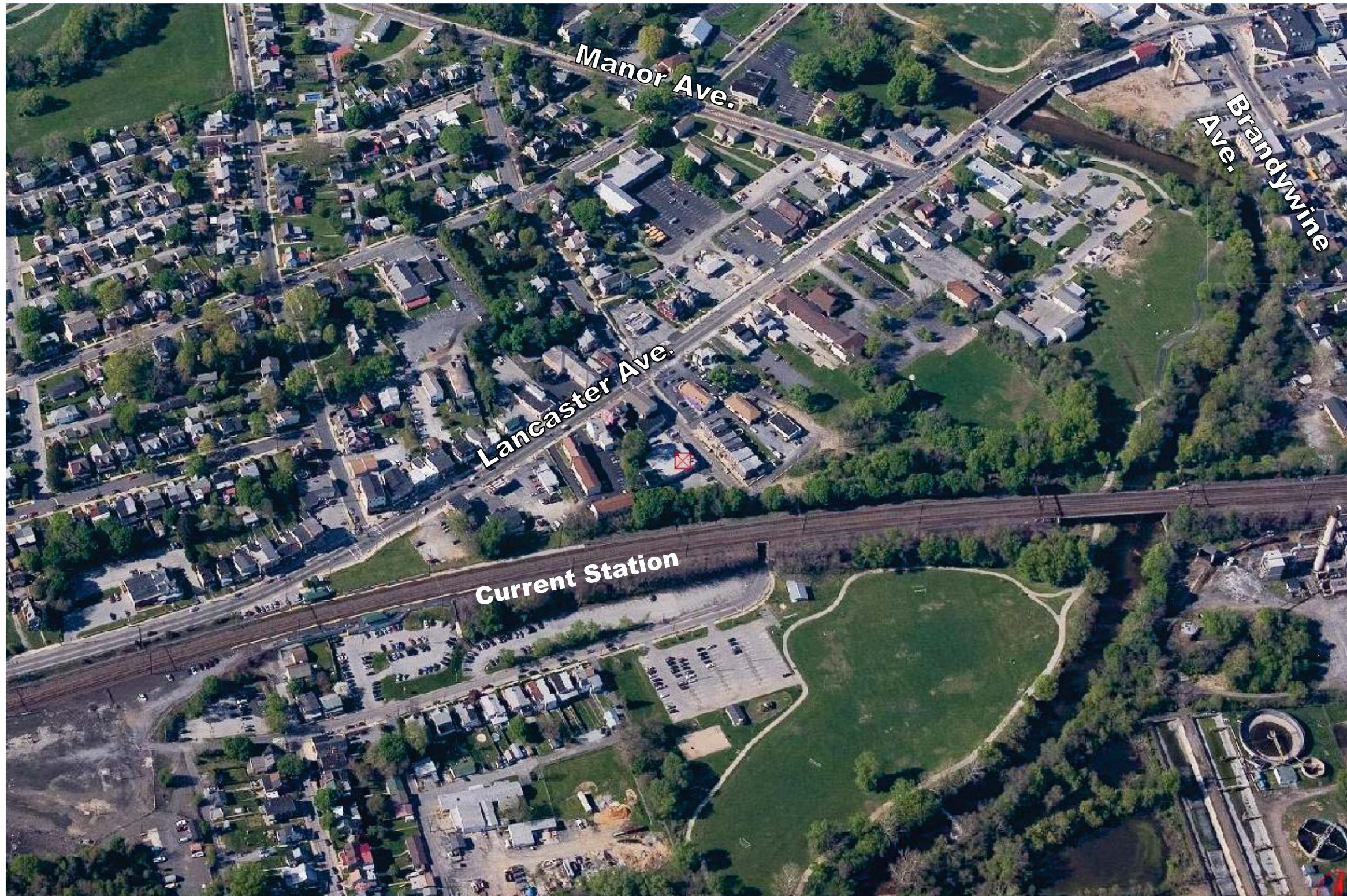


# What are we designing?



- **Identify Improvements for the Amtrak Station**
- **Identify Specific Recommendations for the Station Area**
- **Establish a brand and identity for the Station Area**
- **Promote Strategies for a Walkable Downtown that is supportive of Transit**









**Monday at 6:30pm**

**Opening  
Presentation and  
Visioning Exercise**

**Participants  
discussed:**

- **Values**
- **Opportunities**
- **Themes**



## What do you **value** about Downingtown?

History	Convenient access to Philly/other places	Safe downtown
Safety	Long time businesses/stability	Low crime rate
Walking trails	Gardens/natural beauty	Small town feel
Community feel	History of town/tours/ghosts	Unique charm/history
Access to parks and trails	Park system	Good residential/business mix
Local businesses	School district/youth activities	Walkable town along route 30
Good school district	Senior organizations	Good reputation: schools and community
Good emergency services	Train network	More park land / open space
Sense of Community	Walkable community	Trails
Walkability	Strong sense of community	Feeling of revitalization
Family Owned	Walking, walking, and walking to the train station	Community events/traditions
Festivals- attract people from outside	History	Well maintained/community pride
Good schools	Center of Lancaster/Philadelphia	
Balance between modern and historic	Central to Chester County	
Car access and safety	Local businesses	
Small town feel		
More growth/infrastructure		

***Historic, small town feel with good access to recreation and big city amenities***

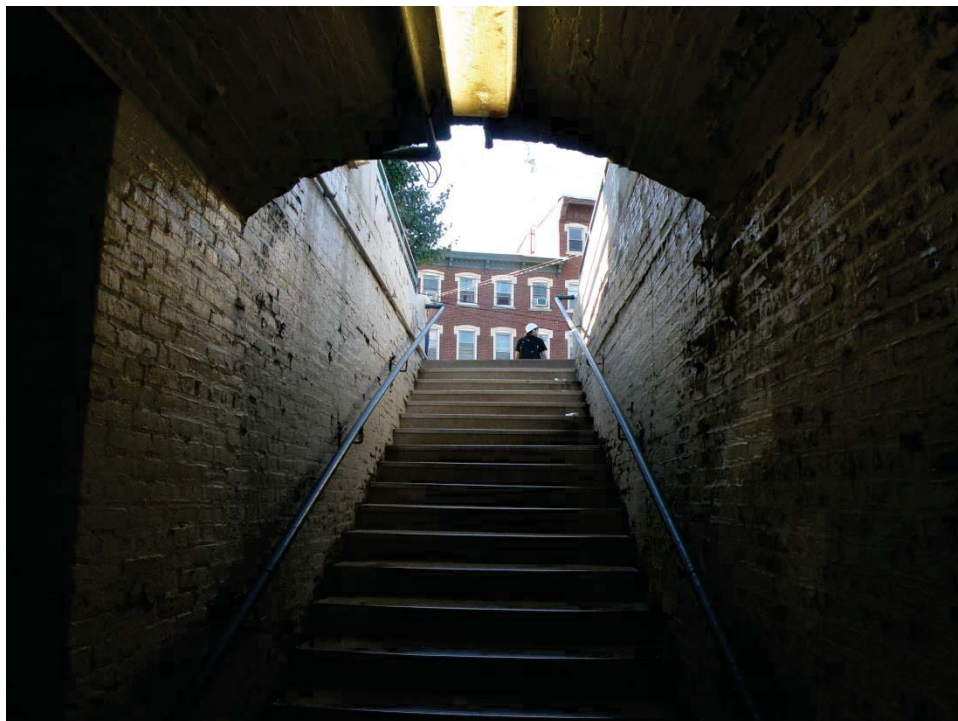
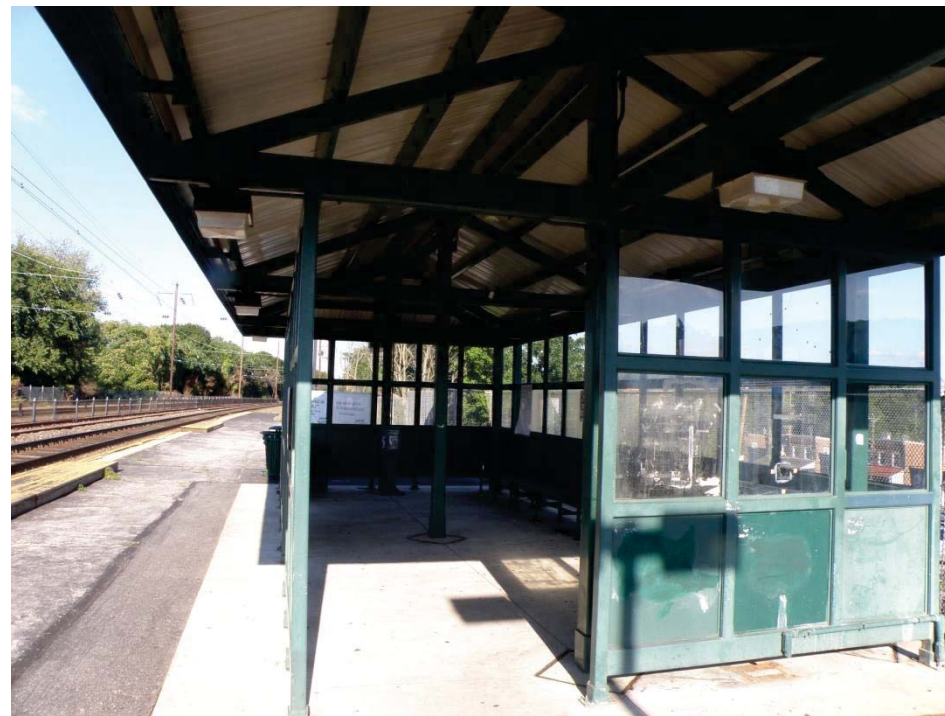
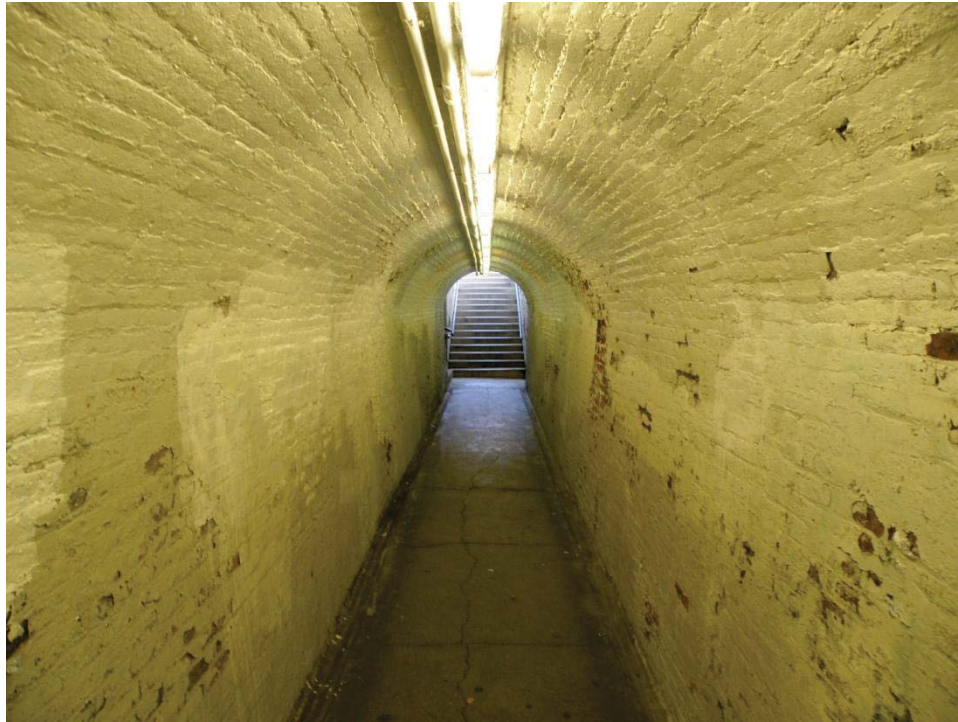


## What **opportunities** do you see for Downingtown?

<p>Zoning for lower income</p> <p>Historical train site</p> <p>Empty store fronts filled</p> <p>Reuse existing sites</p> <p>North side parking</p> <p>More business for tax base</p> <p>Promote travel within corridor</p> <p>More bike/ped options and facilities</p> <p>Add retail close to station parking</p> <p>Medical facilities near station</p> <p>Transit hub/intersect with station</p> <p>Cohesiveness</p> <p>Customers for restaurants</p> <p>Land re-use</p> <p>Transportation hub</p> <p>More businesses</p> <p>Increase awareness to increase visitors</p>	<p>Protection from the elements</p> <p>Local activities –</p> <p>commercial/parking/stores/businesses</p> <p>Business camaraderie and competition</p> <p>Vacant businesses filled</p> <p>Hub of activity, attract visitors</p> <p>Sense of security</p> <p>Parking – commuter and commercial</p> <p>Affordable parking</p> <p>Better train notifications (PIDS)</p> <p>In fill development / smart development</p> <p>Better parking</p> <p>Manor ave raised concrete/ missing link</p> <p>Ped/bike improvements on new roads</p>	<p>Promote home ownership in Downingtown</p> <p>More friendly to small businesses</p> <p>More convenient/clear parking</p> <p>More businesses westward (untapped market)</p> <p>Different station location is an opportunity</p> <p>Use KOZ site to the max</p> <p>Cultural destination/multi-use space</p> <p>Outdoor performance space</p> <p>Maximize (optimize) parkland usage</p> <p>Better station access for new location</p> <p>Optimize awareness of amenities</p>
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***A transportation hub that increases activity and boosts the local economy.***

# What Have We Heard?



## Improve the Station

- Weather protection
- Ticket office
- Restrooms
- Train status signs
- Safe access to both side
- Sheltered bicycle parking
- Add amenities/concessions
- Safety
- Climate-controlled
- Wi-Fi and good cellular
- Encourage traffic from west
- Attractive setting
- Coffee shop
- Retail, mixed use (housing)
- Maintenance
- Parking
- Accessibility
- Well-lit
- Transit hub-connection
- Security for late riders, better lighting



# What Have We Heard?

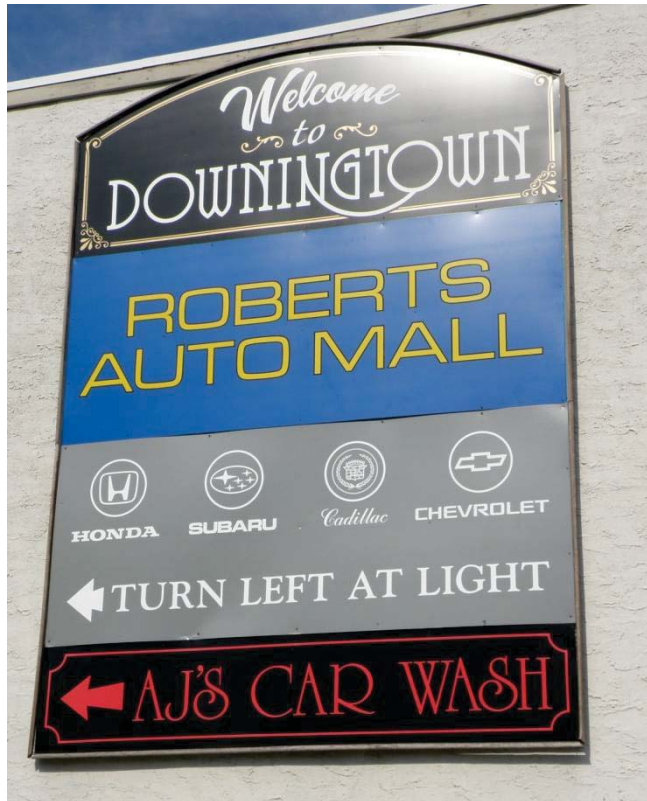


## Connect the Station and Improve Mobility

- Bus connections to: West Chester, Exton, etc...
- Prioritize connections to neighborhoods
- Care share depot
- Connect to other public transportation
- Shuttles
- Bicycle friendly (bike trails/lockers/share prog.)
- Optimal pedestrian ways (lighting, shade, crossings)
- Make spaces, multi-use
- "rick shaws"/ golf carts
- Premium parking
- Retail, businesses
- Landscape, streetscape
- Sidewalks
- Signage
- A community center
- Move station
- New tunnel
- Traffic control improvements
- Business partnerships – discounts
- Attractive signage
- Key map for amenities in Downingtown
- Visual connection – lighting, level of building



# What Have We Heard?



## Leverage Station Investment to Improve the Downingtown Economy

- Loop bus from station to local business (shuttle)
- Station as part of branding/promotion
- Map/kiosk with local business info
- Signage outside of town, pointing towards Station
- Ticket validation/cross promotion (pass perks)
- Increase customer base for small business
- Connect to Downtown
- Increase Downingtown visibility
- Create new cultural center near the station
- Businesses convenient to station
- Bring people to town-retail and business and to live
- Home ownership
- Improves community
- Makes jobs
- National awareness
- Brings new residents
- Brings new businesses
- Re use old station property
- More consumers, more business
- Station could allow for advertising of town events
- Different location could generation new interests



# Design Sessions



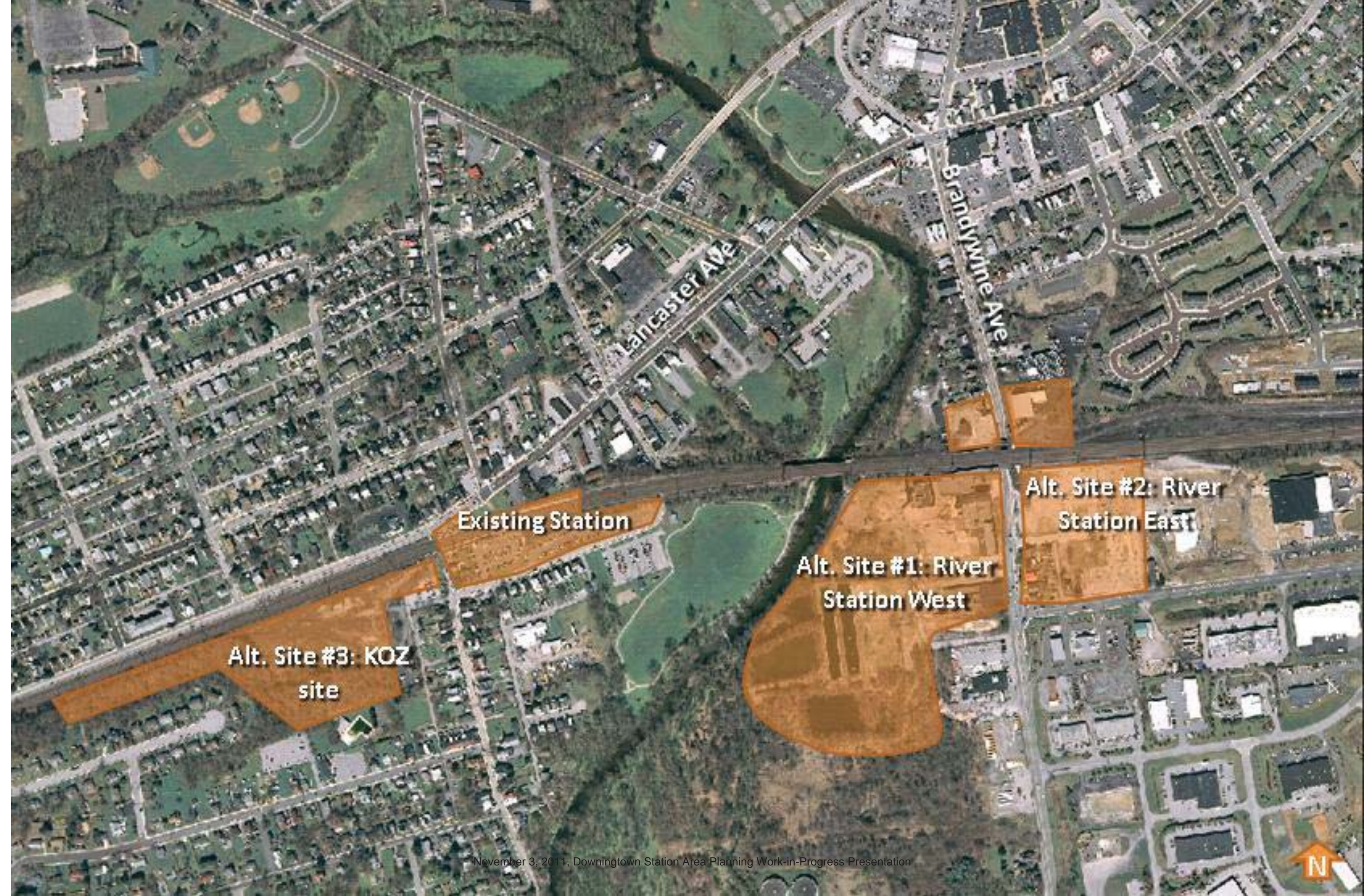
**Walk-in sessions held  
on Tuesday,  
Wednesday, and  
Thursday**

## **Informal Design Sessions**

Members from the public stopped in to work with the design team to develop concepts for the station.

# Improve the Station





**Existing Station**

**Alt. Site #1: River  
Station West**

**Alt. Site #2: River  
Station East**

**Alt. Site #3: KOZ  
site**



# River Station West



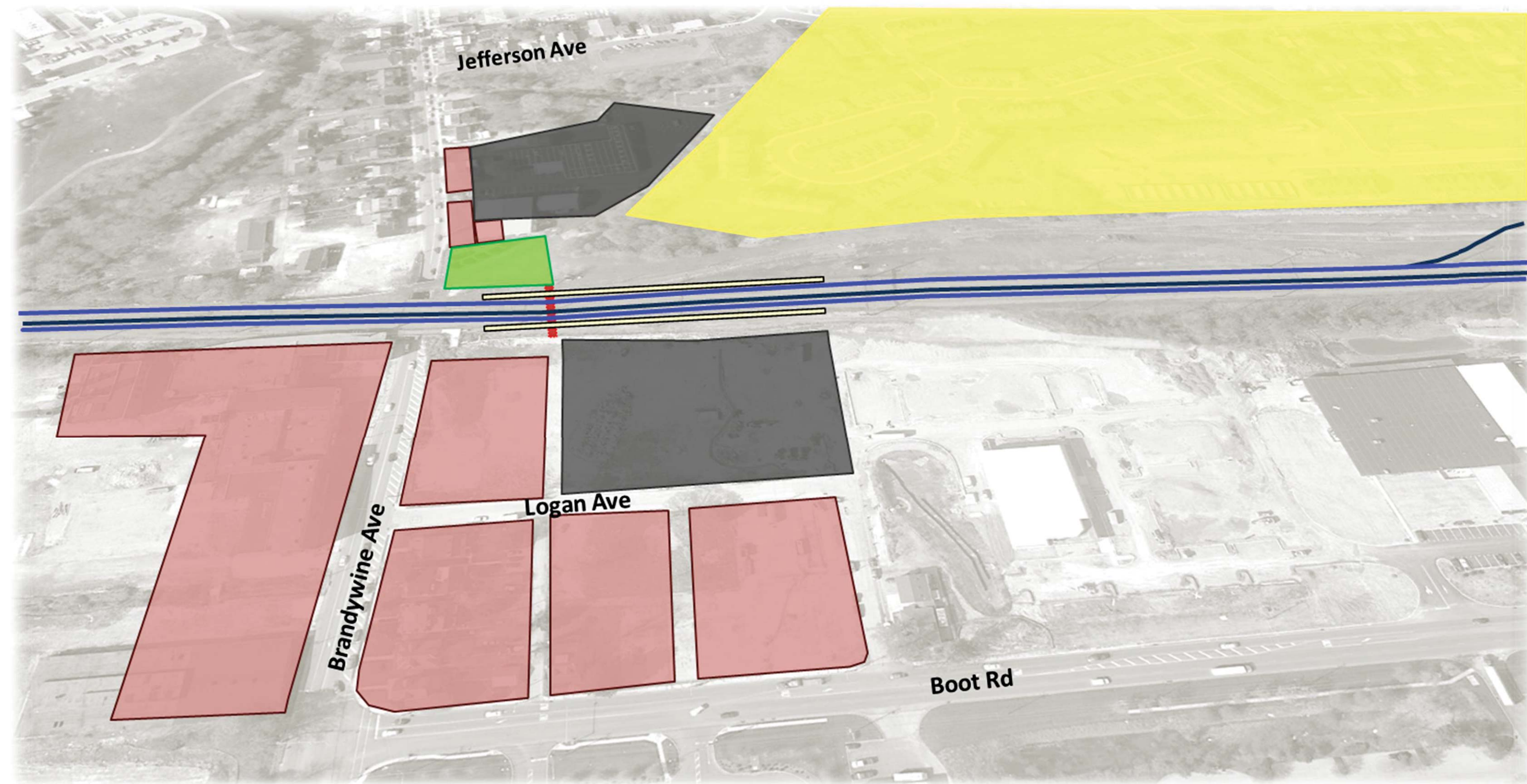


# River Station West





# River Station East



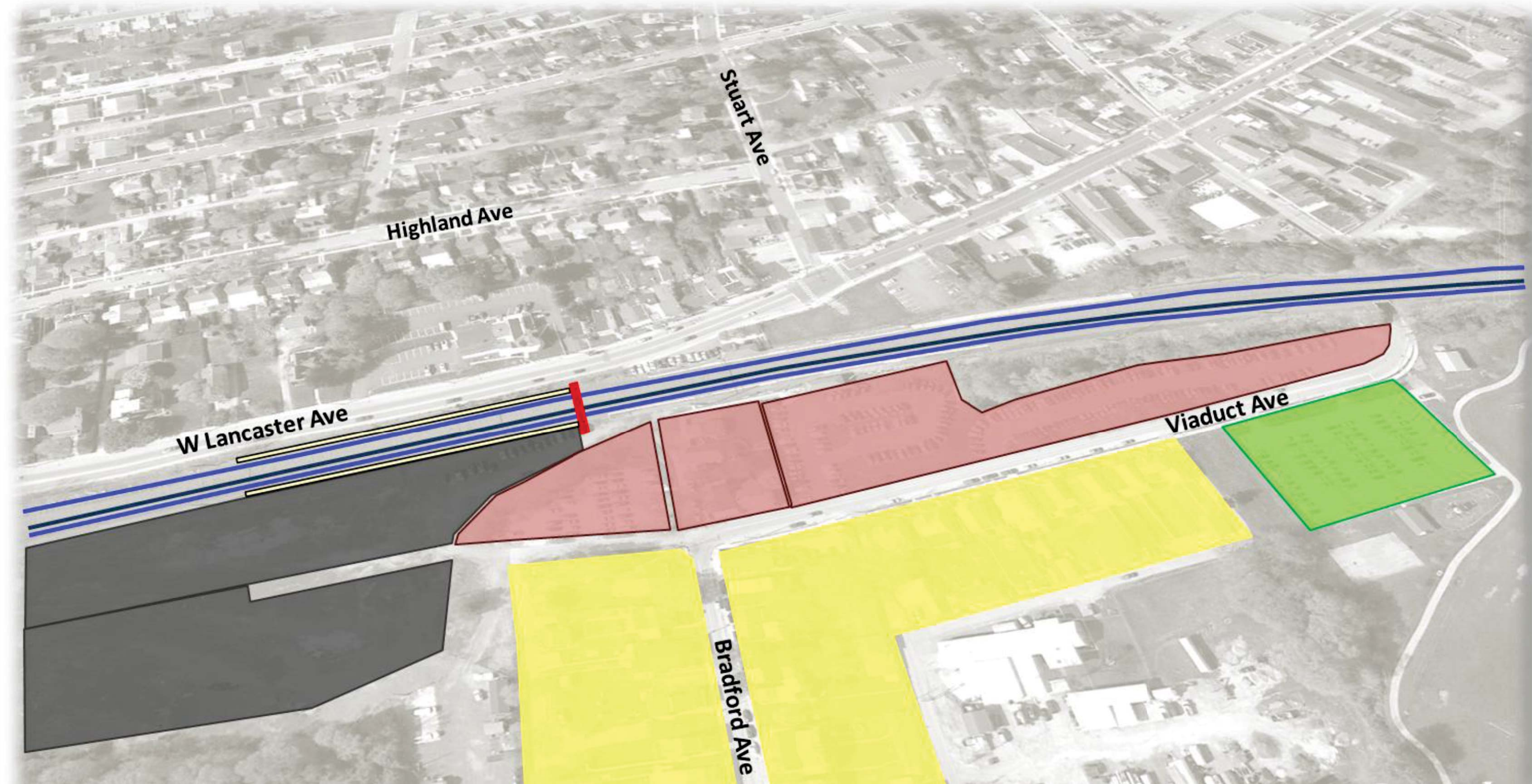


# River Station East

LOGAN AV



# Existing Station and KOZ





# KOZ Site





# Existing Station Redevelopment





# **Connecting the Station and Promoting Mobility in Downtown**

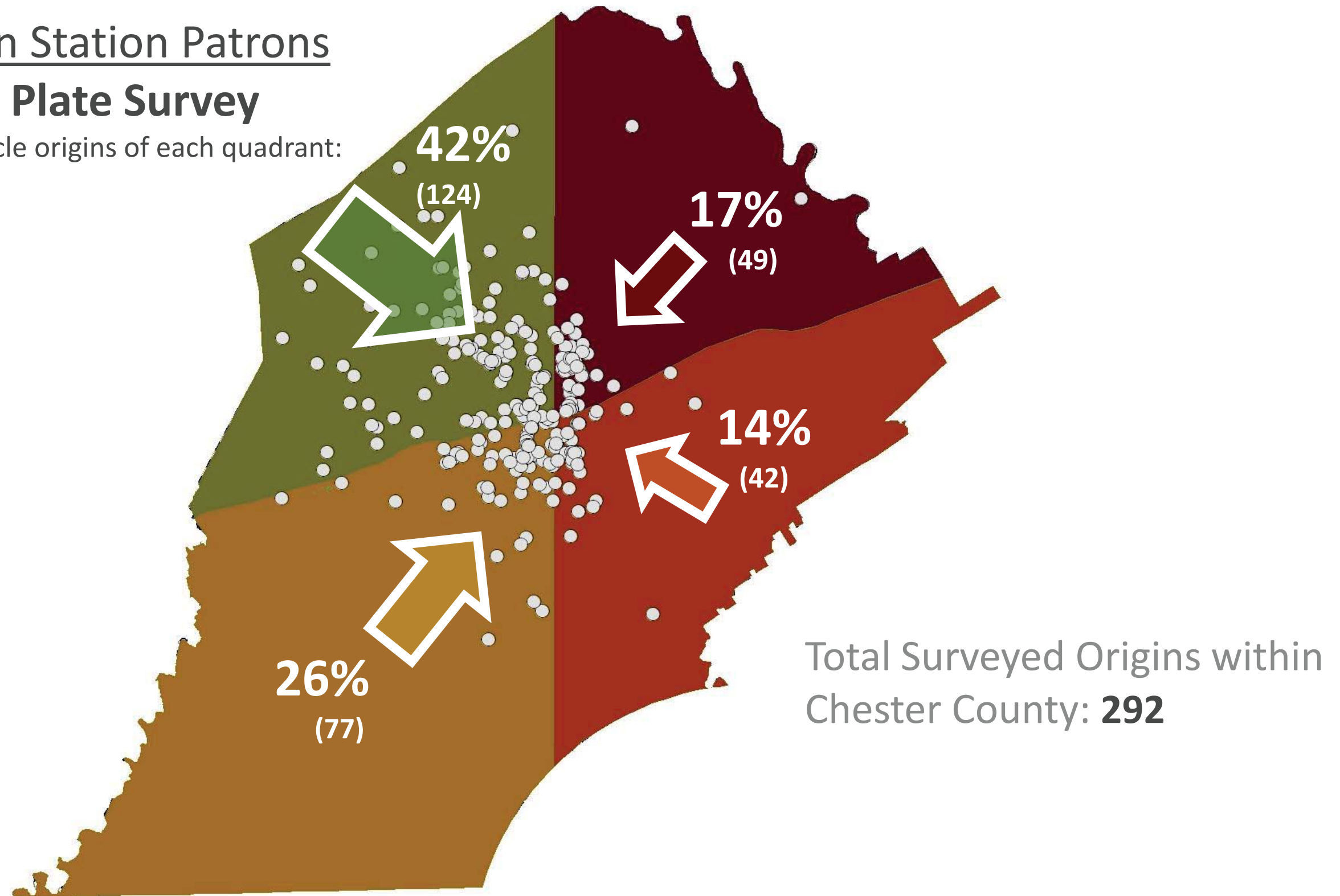


# How Patrons Approach the Station

## Downingtown Station Patrons

### 2011 License Plate Survey

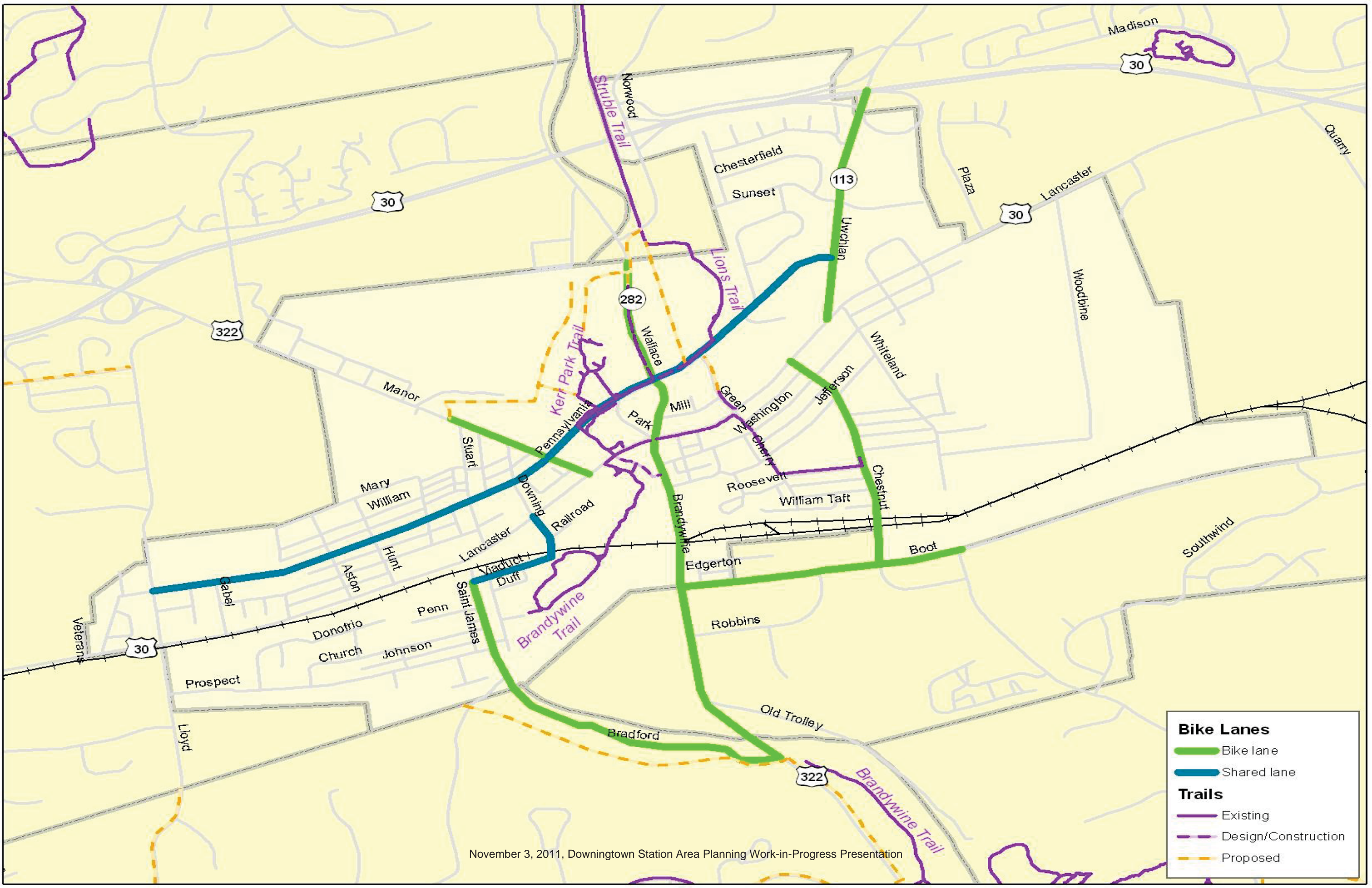
Percent of daily vehicle origins of each quadrant:  
(NW, NE, SE, SW)





# Priority Bicycle and Pedestrian Corridors





**Bike Lanes**

- Bike lane
- Shared lane

**Trails**

- Existing
- Design/Construction
- Proposed



# Streetscape Improvements





**Complete Streets**

- Existing
- Downtown
- Transition



# Lancaster Avenue Existing





# Lancaster Avenue Existing





# Lancaster Avenue Proposed





## Brandywine Avenue Existing





# Brandywine Avenue Existing





# Brandywine Avenue Proposed





# Brandywine Avenue Proposed





# Lancaster Avenue and Brandywine Avenue Intersection Existing





# Lancaster Avenue and Brandywine Avenue Intersection Existing





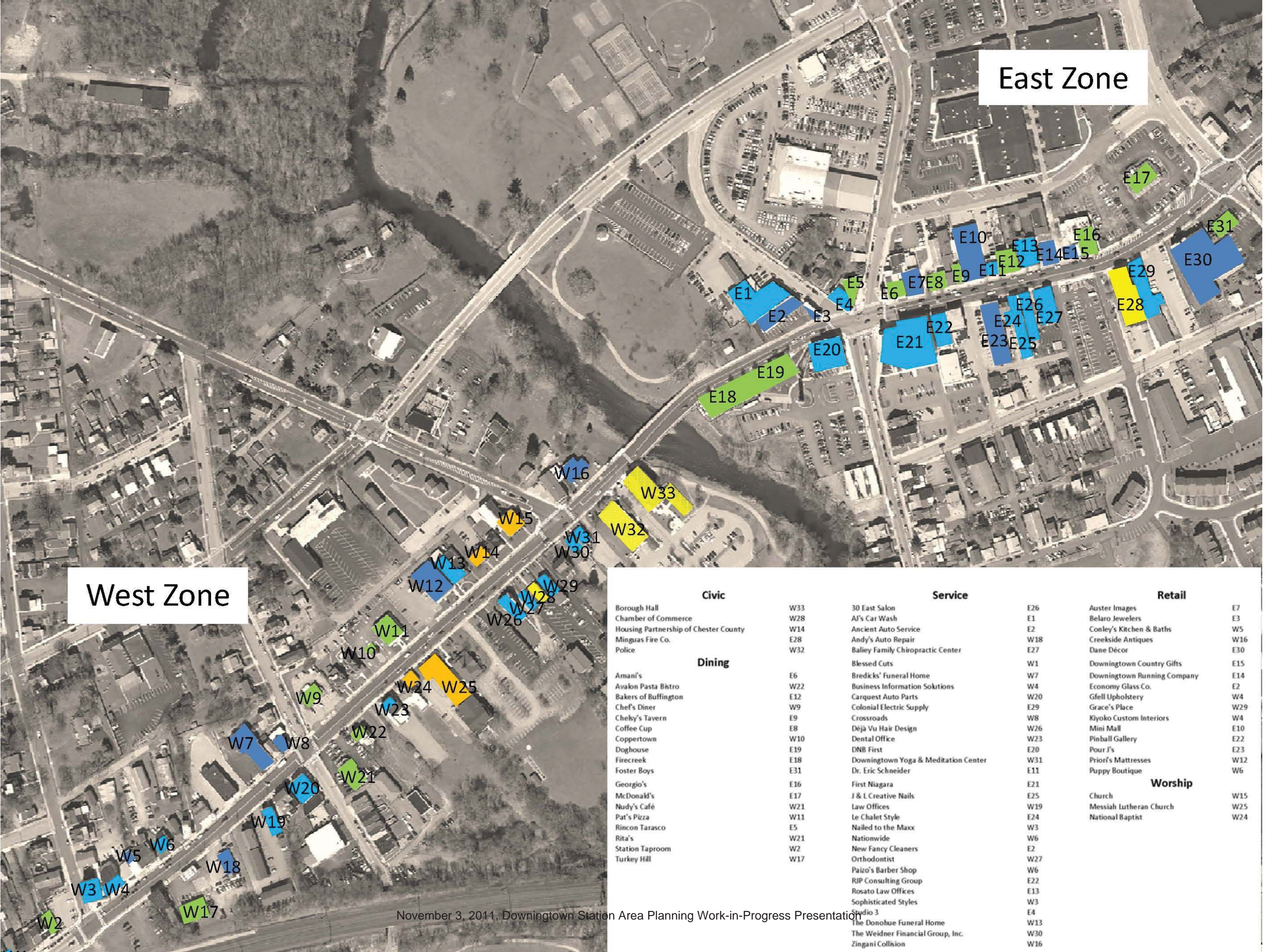
# Lancaster Avenue and Brandywine Avenue Intersection Proposed





# Wayfinding



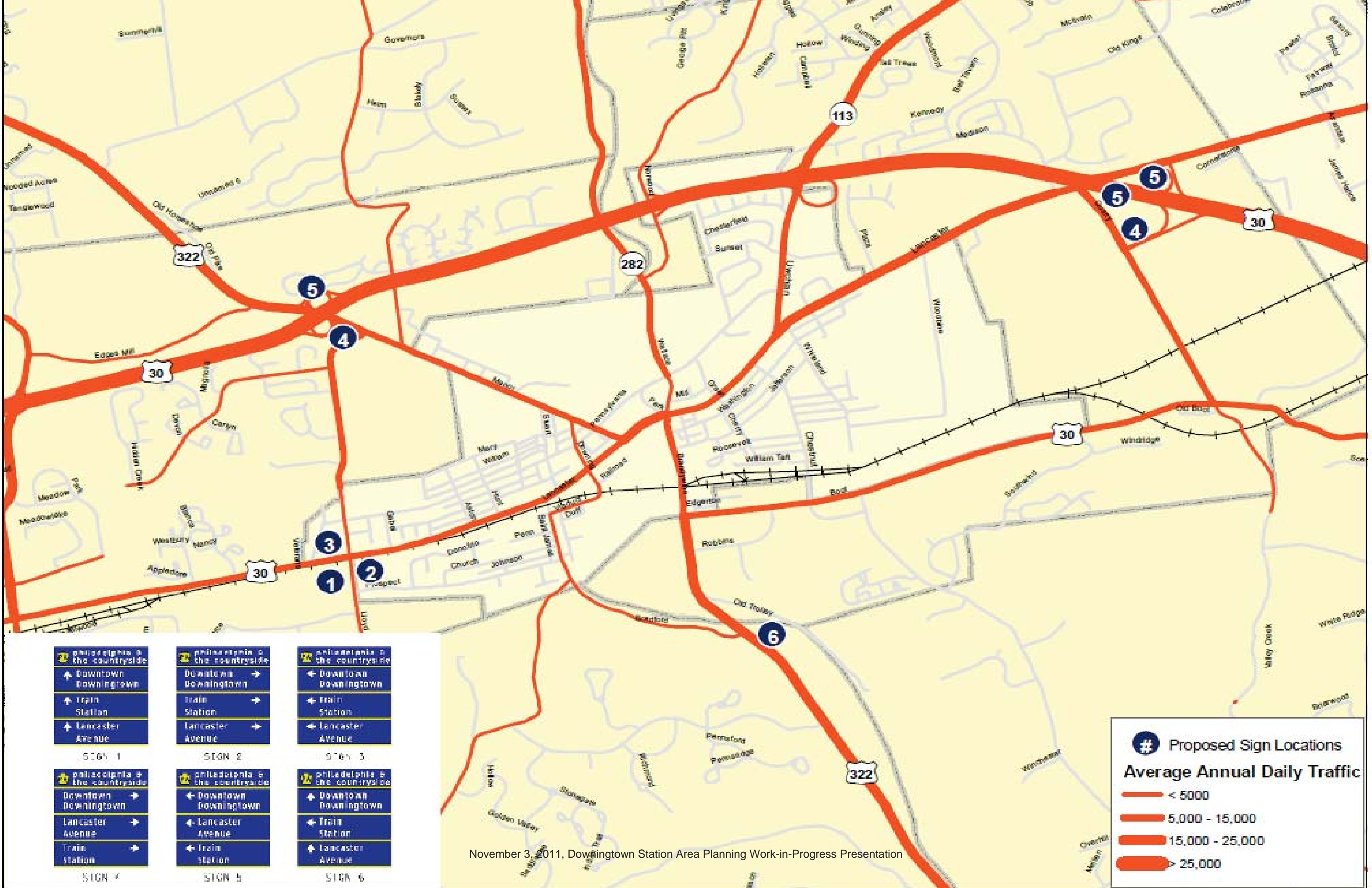


## East Zone

## West Zone

Civic		Service		Retail	
Borough Hall	W33	30 East Salon	E26	Auster Images	E7
Chamber of Commerce	W28	Al's Car Wash	E1	Belaro Jewelers	E3
Housing Partnership of Chester County	W14	Ancient Auto Service	E2	Conley's Kitchen & Baths	W5
Mingus Fire Co.	E28	Andy's Auto Repair	W18	Creekside Antiques	W16
Police	W32	Bailey Family Chiropractic Center	E27	Dane Décor	E30
Dining		Service		Retail	
Amani's	E6	Blessed Cuts	W1	Downingtoun Country Gifts	E15
Avalon Pasta Bistro	W22	Bredicks' Funeral Home	W7	Downingtoun Running Company	E14
Bakers of Buffington	E12	Business Information Solutions	W4	Economy Glass Co.	E2
Chef's Diner	W9	Carquest Auto Parts	W20	Gfell Upholstery	W4
Cheky's Tavern	E9	Colonial Electric Supply	E29	Grace's Place	W29
Coffee Cup	E8	Crossroads	W8	Kyoko Custom Interiors	W4
Coppertown	W10	Déja Vu Hair Design	W26	Mini Mall	E10
Doghouse	E19	Dental Office	W23	Pinball Gallery	E22
Firecreek	E18	DNB First	E20	Pour J's	E23
Foster Boys	E31	Downingtoun Yoga & Meditation Center	W31	Prior's Mattresses	W12
Georgio's	E16	Dr. Eric Schneider	E11	Puppy Boutique	W6
McDonald's	E17	First Niagara	E21	Worship	
Nudy's Café	W21	J & L Creative Nails	E25	Church	W15
Pat's Pizza	W11	Law Offices	W19	Messiah Lutheran Church	W25
Rincon Tarasco	E5	Le Chalet Style	E24	National Baptist	W24
Rita's	W21	Nailed to the Maxx	W3		
Station Taproom	W2	Nationwide	W6		
Turkey Hill	W17	New Fancy Cleaners	E2		
		Orthodontist	W27		
		Paizo's Barber Shop	W6		
		RJP Consulting Group	E22		
		Rosato Law Offices	E13		
		Sophisticated Styles	W3		
		Studio 3	E4		
		The Donohue Funeral Home	W13		
		The Weidner Financial Group, Inc.	W30		
		Zingani Collision	W16		





philadelphia & the countryside  
← Downtown Downingtown  
← Train Station  
← Lancaster Avenue

Sign 1

philadelphia & the countryside  
← Downtown Downingtown  
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← Lancaster Avenue

Sign 2

philadelphia & the countryside  
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Sign 3

philadelphia & the countryside  
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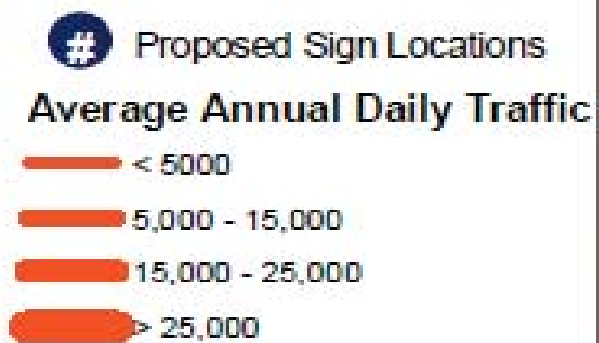
Sign 4

philadelphia & the countryside  
← Downtown Downingtown  
← Lancaster Avenue  
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Sign 5

philadelphia & the countryside  
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← Lancaster Avenue

Sign 6







DIMENSIONS - (IN)															
SIGN SIZE A x B	C	D	E	F	G	H	J	K	L	M	N	P	Q	R	S
48" x 60"	16	12	0.50	4.25	3	4.75	2	4	3.5	2.5	1.25	6.5	2	37	34
72" x 90"	24	18	0.75	6.62	4	7.38	4	5	5.25	4.75	2	10	3	55	50



# Next Steps



Work with PennDOT, Amtrak, SEPTA, and  
Downtown Working Group to Refine Concepts



Develop Construction Estimates and Construction  
Feasibility



Select Preferred Site



Action and Implementation Plan



Design and Construction



A public involvement tool that allows individuals to comment on posts from the design team. It can be accessed at:

[www.planthekeystone.com](http://www.planthekeystone.com)

And choosing the **CONNECT** tab.





